



Marketing & Media Specialist

Description

The Marketing & Media Specialist is responsible for planning and development marketing strategies to promote and publicize products knowledge in the areas of marketing and media industry, be familiar with various marketing and media platforms, conducts market research, develop effective marketing plans and strategies.

This position is also responsible for generating marketing materials, such as creating visual art work or promotional videos, and promoting platforms, experienced in producing short videos and familiar with the operation rules of short video platforms, capable to collaborate with internal teams and external partners to ensure the smooth execution of marketing activities and monitor and evaluate.

Duties

- Develop and execute marketing and media strategies to promote products or services.
- Conduct market research and competitive analysis to understand the target market and competitors.
- Develop effective marketing plans and strategies and coordinate resources for execution.
- Create promotional videos and other multimedia content for marketing activities and self-media promotion.
- Manage and maintain social media, short-video platforms, to interact with the audience and disseminate information.
- Familiar with the operation rules of short video platforms.
- Stay informed about industry trends and market dynamics.
- Collaborate with internal teams and external partners to ensure smooth execution of marketing activities.
- Monitor and evaluate the effectiveness of marketing activities, provide improvement suggestions, and prepare reports.

Qualification

- Bachelor's degree or relevant certifications/diplomas.
- Knowledge and experience in the field of marketing and advertising.
- Familiarity with marketing and media communication channels.
- Excellent communication and writing skills with the ability to write engaging marketing materials.
- Proficiency in multimedia software and tools such as Adobe Creative Suite / Final Cuts / other relevant AI softwares.
- Familiarity with the operation and promotion of multiple social media platform, and content management system.
- Experience in producing short videos and familiarity with the operation restrictions of platforms.
- Basic understanding and awareness of the media industry & blockchain industry.
- Ability to collaborate with internal teams and external partners, with good teamwork skills.